

Rep Order# 8841952 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36949

Printed: 10/05/2012 9:41 AM
Last Received: 10/05/2012 9:22 AM
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/26/2012 - 10/02/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$73,515

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-60CA		:30	\$225.00	09/26-09/28	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
	2	M-TU	500A-600A		:30	\$185.00	10/01-10/02	4	1	4	\$740.00	
				Buyline Comment: 5A NEWS								
	3	W-F	600A-70CA		:30	\$245.00	09/26-09/28	3	1	3	\$735.00	
				Buyline Comment: 6A NEWS								
	4	M-TU	600A-70CA		:30	\$250.00	10/01-10/02	4	1	4	\$1,000.00	
				Buyline Comment: 6A NEWS								
	5	W-F	700A-900A		:30	\$150.00	09/26-09/28	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
	6	M-TU	700A-900A		:30	\$165.00	10/01-10/02	3	1	3	\$495.00	
				Buyline Comment: EARLY SHOW								
	7	W-F	900A-1000A		:30	\$250.00	09/26-09/28	4	1	4	\$1,000.00	
				Buyline Comment: LIVE WITH KELLY								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	8	M-TU	900A-1000A		:30	\$275.00	10/01-10/02	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$1,000.00	09/26-09/28	2	1	2	\$2,000.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$400.00	10/01-10/02	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$500.00	09/26-09/28	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	1100A-1200P		:30	\$1,925.00	10/01-10/02	1	1	1	\$1,925.00	
				Buyline Comment: YOUNG & RESTLESS								
	13	W-F	1200P-1230P		:30	\$225.00	09/26-09/28	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$275.00	10/01-10/02	2	1	2	\$550.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-200P		:30	\$900.00	09/26-09/28	1	1	1	\$900.00	
				Buyline Comment: BOLD/LET'S MAKE								
	16	M-TU	1230P-200P		:30	\$1,315.00	10/01-10/02	1	1	1	\$1,315.00	
				Buyline Comment: BOLD/LET'S MAKE								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	17	W-F	200P-30CP		:30	\$350.00	09/26-09/28	2	1	2	\$700.00	
				Buyline Comment: TALK - CBS								
	18	M-TU	200P-30CP		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: TALK - CBS								
	19	W-F	300P-40CP		:30	\$325.00	09/26-09/28	4	1	4	\$1,300.00	
				Buyline Comment: ELLEN								
	20	M-TU	300P-40CP		:30	\$375.00	10/01-10/02	2	1	2	\$750.00	
				Buyline Comment: ELLEN								
	21	W-F	430P-50CP		:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
				Buyline Comment: 430P NEWS								
	22	M-TU	430P-50CP		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: 430P NEWS								
	23	W-F	500P-63CP		:30	\$375.00	09/26-09/28	6	1	6	\$2,250.00	
				Buyline Comment: NEWS								
	24	M-TU	500P-63CP		:30	\$400.00	10/01-10/02	4	1	4	\$1,600.00	
				Buyline Comment: NEWS								
	25	W-F	630P-70CP		:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
				Buyline Comment: INSIDE EDITION								
	26	M-TU	630P-70CP		:30	\$325.00	10/01-10/02	2	1	2	\$650.00	
				Buyline Comment: INSIDE EDITION								
	27	W-F	700P-80CP		:30	\$325.00	09/26-09/28	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDE ED								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	M-TU	700P-800P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: ET/INSIDE ED								
	29	W-F	1100P-1135P		:30	\$1,550.00	09/26-09/28	1	1	1	\$1,550.00	
				Buyline Comment: 11P NEWS								
	30	M-TU	1100P-1135P		:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	31	W-F	1135P-1235A		:30	\$200.00	09/26-09/28	0	0	0	\$0.00	
				Buyline Comment: LETTERMAN								
	32	M-TU	1135P-1235A		:30	\$200.00	10/01-10/02	2	1	2	\$400.00	
				Buyline Comment: LETTERMAN								
	33	M	800P-900P		:30	\$1,600.00	10/01-10/01	0	0	0	\$0.00	
				Buyline Comment: MOTHER/BROKE								
	34	M	900P-1000P		:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
				Buyline Comment: 2.5MEN/MIKE								
	35	M	1000P-1100P		:30	\$1,900.00	10/01-10/01	1	1	1	\$1,900.00	
				Buyline Comment: HAWAII 5-0								
	36	TU	800P-900P		:30	\$12,000.00	10/02-10/02	1	1	1	\$12,000.00	
				Buyline Comment: NCIS								
	37	TU	900P-1000P		:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
				Buyline Comment: NCIS								

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	38	TU	1000P-1100P		:30	\$1,300.00	10/02-10/02	0	0	0	\$0.00	
				Buyline Comment: UNFORGETTABLE								
	39	W	900P-1000P		:30	\$8,500.00	09/26-09/26	1	1	1	\$8,500.00	
				Buyline Comment: CRIMINAL MINDS								
	40	W	1000P-1100P		:30	\$2,000.00	09/26-09/26	0	0	0	\$0.00	
				Buyline Comment: CSI NY								
	41	TH	800P-900P		:30	\$2,200.00	09/27-09/27	1	1	1	\$2,200.00	
				Buyline Comment: BANG/RULES								
	42	TH	900P-1000P		:30	\$2,300.00	09/27-09/27	1	1	1	\$2,300.00	
				Buyline Comment: PERSON OF INTEREST								
	43	TH	1000P-1100P		:30	\$2,300.00	09/27-09/27	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
	44	F	900P-1000P		:30	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
				Buyline Comment: MADE IN JERSEY								
	45	F	1000P-1100P		:30	\$4,000.00	09/28-09/28	1	1	1	\$4,000.00	
				Buyline Comment: BLUE BLOODS								
	46	SA-SU	1100P-1135P		:30	\$350.00	09/29-09/30	1	1	1	\$350.00	
				Buyline Comment: 11P NEWS WKD								
	47	SA	500A-700A		:30	\$75.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CBS SAT AM								

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	58	SU	930A-1000A		:30	\$175.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	59	SU	1000A-100P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: NFL 10A								
	60	SU	100P-400P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: NFL 1P								
	61	SU	500P-700P		:30	\$225.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS								
	*62	SU	700P-800P		:30	\$3,750.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 60 MIN								
				Sales Remark: V7								
				V7 Comment Changed, Spots/week Changed								
	63	SU	800P-900P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: AMAZING RACE								
	64	SU	1000P-1100P		:30	\$5,750.00	09/30-09/30	1	1	1	\$5,750.00	
				Buyline Comment: THE MENTALIST								
	65	M-TU	137A-207A		:30	\$30.00	10/01-10/02	1	1	1	\$30.00	
				Buyline Comment: ELECTRIC PLAYGROUND/ET								

---REPORT TOTALS---

Report Totals: 94 / \$73,515.00

---SALES MONTHLY TOTALS---

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Sep 12: 54 / \$42,310.00 Oct 12: 40 / \$31,205.00

Sales Totals: 94 / \$73,515.00

Station Totals: 94 / \$73,515.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$245,050	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+